

BUILDING HOPE

HIGHLY OPTIMISTIC PREPARED ENTREPRENEURS

7TH ANNUAL

MIX-N-MEET-N-LEARN

WHEN:

Saturday, April 21 at 8:30am

WHERE:

Health Sciences Building,
East Carolina University
2100 West 5th Street

WHO SHOULD ATTEND:

Suppliers, Service Providers
Contractors, Anyone
Interested in Working
with the Government



Featuring Keynote Speaker
LEAH BROWN CEO of
A10 Clinical Solution
and Featured on
CNBC's *How I Made
My Millions*

To RSVP visit
www.greenvillencmwbe.org
or call Denisha Harris at
252-329-4862



VIDANT HEALTH



FOR

IMMEDIATE RELEASE:

City, GUC, ECU to host business networking event, "Building HOPE"

GREENVILLE, NC—The City of Greenville, Greenville Utilities Commission, and East Carolina University will host its 7th Annual Minority and/or Women Business Enterprise (M/WBE) Mix-n-Meet-n-Learn on Saturday, April 21, 2012. The business networking event will be held at the ECU Health Sciences Building, 2100 West 5th Street, Greenville, NC 27834. Registration and breakfast begin at 8:30am.

A business opportunity fair and symposium, business owners will have the chance to network and learn how to do business with large companies, institutions of higher education, government, and other public agencies. Included on the list are two of the event's Superior Advantage sponsors, Vidant Health and Metcon, the 2011 National Minority Construction Firm of the Year by the U.S. Department of Commerce.

"Networking is one of the simplest and most effective ways for businesses to market and sell goods and services," explained City of Greenville/GUC M/WBE Coordinator, Denisha Harris. "Events such as the Mix-n-Meet are invaluable opportunities for firms to mingle with potential business partners and cultivate those relationships that can lead to future business opportunities."

Directing this year's symposium is the theme, "Building HOPE: Highly Optimistic Prepared Entrepreneurs." In the midst of an economic recovery that is lasting longer than many hoped, this year's event will serve as an opportunity for business owners to look forward to the future while preparing for growth. What better way to build HOPE than by learning from business owners who have had great success despite the tough economic times? One of these HOPEful entrepreneurs is keynote speaker, Leah Brown, CEO of A10 Clinical Solutions, Inc., also featured on CNBC's *How I Made My Millions*. Ms. Brown began her full-service clinical research and clinical care service organization in 2005. Today, her company boasts a bottom line of greater than \$20 million dollars.

Also on the roster are a panel of entrepreneurs who will discuss key strategies and tools they have used to become a HOPEful business owner. These panelists include construction firms, a consulting company, and an internationally distributed hair care product company.

"We want businesses to walk away motivated and engaged," explained East Carolina University HUB Liaison Officer, Donna Lewis-Mayo. "Working with government as with other entities is about providing a quality product at the best price. We hope that the Mix-n-Meet will equip M/WBE's and all business owners to be better prepared to do business."

The event is free and open to the public. For additional information, contact Harris at 252.329.4862 or dharris@greenvillenc.gov or Mayo at 252.328.6858 or lewisd@ecu.edu. Registration for the event is available online at www.greenvillencmwbe.org.

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